Wireless Network 10

Network Infrastructure 11

T1

T2

Content Creater or Provider 13

12

14
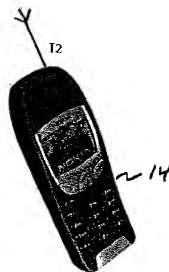
Figure 1: Voucher-driven On-device
Content Personalization Technique
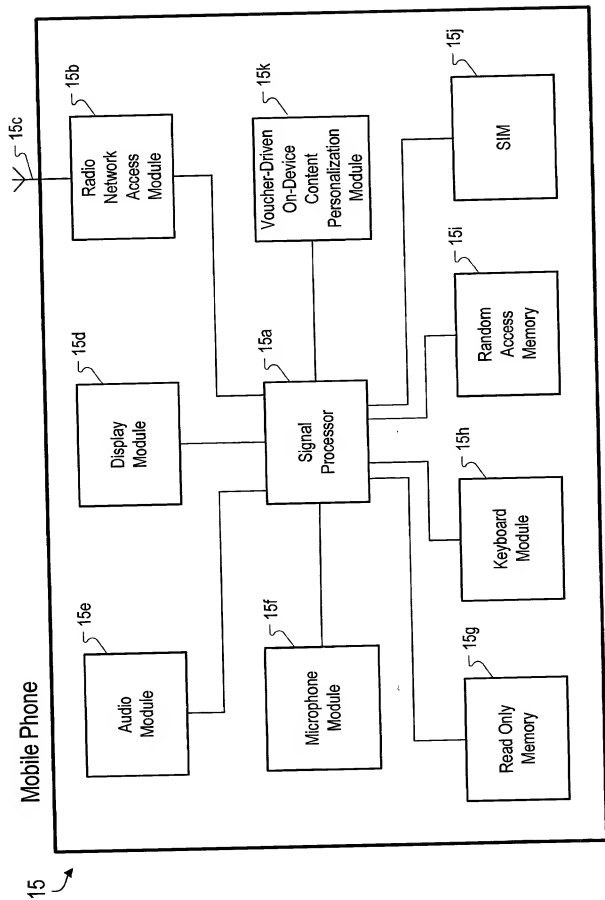
Mobile Phone — 15

- Radio Network Access Module — 15b
- 15c
- Voucher-Driven On-Device Content Personalization Module — 15k
- SIM — 15j
- Display Module — 15d
- Signal Processor — 15a
- Random Access Memory — 15i
- Audio Module — 15e
- Microphone Module — 15f
- Keyboard Module — 15h
- Read Only Memory — 15g

FIGURE 2

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Providing a mobile phone, device or terminal content having a rights
expression voucher with information that controls the content
personalization therein

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Personalizing the content in the mobile phone, device or
terminal in accordance with the information contained in
the rights expression voucher

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Figure 3: The Basic Steps of the Invention

Using device specific personalization information to
personalize the content, including device specific hardware
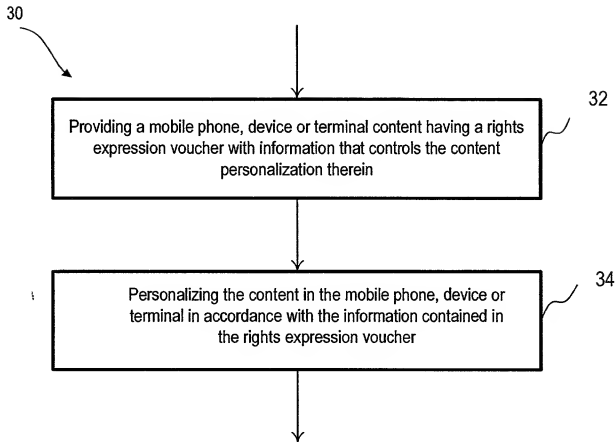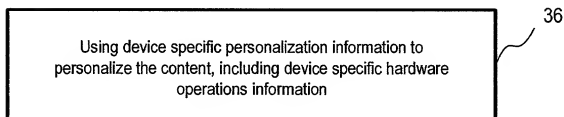operations information

36

Figure 4: A Step for Personalizing

Making the personalization by encrypting a content encryption key, the content, the rights expression voucher, or a combination thereof using a key generated from a seed derived from information in a rights expression voucher

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Figure 5: A Step for Personalization

Encrypting a Content Encryption Key using a local encryption key, which is derived from a terminal or SIM specific seed

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Figure 6: A Step for Personalization